



'60 Chevrolet

Nearest to perfection a low-priced car ever came!

1960 CHEVROLET BUYING GUIDE

IMPALA

all the car
you ever
yearned for!



Impala elegance for 1960 begins with its distinctive styling, including graceful side molding, rear grille treatment and triple rear lights. Inside, you'll find tastefully fashioned interiors in rich pattern cloth and leather-grained vinyl upholsteries. Among the many extras offered by the 1960 Impala at no extra cost are electric clock, parking brake warning light and backup lights. Choose from the Impala Sport Coupe, Sport Sedan, 4-Door Sedan (at right, in Tasco Turquoise and Ermine White) and Convertible (top, in Roman Red).



nothing so priceless
anywhere near
the price!



For 1960, the Chevrolet Bel Air series blends luxury and economy in a beautiful new way. Smart exterior styling features exclusive to all Bel Airs include fashionable side and rear cove moldings. Interiors are handsomely appointed in a selection of five vinyl and fabric color combinations, all color-keyed to exteriors. Carpeting has practical vinyl rubber inserts. Bel Air for 1960 is offered in four bright models: Sport Sedan (top, in Royal Blue), Sport Coupe, 4-Door Sedan (right, in Cascade Green and Ermine White) and 2-Door Sedan.



BEL AIR

BISCAYNE



elegance
with
economy

You'd never guess, to look at them, that the Biscaynes are the lowest priced models of all the full-sized 1960 Chevrolets. For the first time in a thrift-priced series, you get extra luxury and convenience features such as cigarette lighter, front arm rests, dual sun visors—all at no extra cost. Exterior styling reflects Chevrolet's grace and purity of line. Beautiful vinyl and pattern cloth interiors combine smartness with practicality, and all front seats are foam cushioned for greatest comfort. Biscaynes come in three thrifty models: 4-Door Sedan, 2-Door Sedan (at right, in Sateen Silver and Ermine White) and Utility Sedan (top, in Tasco Turquoise).



New space inside...
new grace
outside!



Choose from five husky, handsome Chevrolet station wagons for 1960, each with its own interpretation of graceful Chevrolet styling. In all of them, passengers enjoy more stretching-room, thanks to the smaller transmission tunnel. And there's as much as 92 cubic feet of cargo space between front seat and tailgate, with second seat down (and third seat in the Kingswood). Choose from the 4-Door 6-Passenger Nomad (at right, in Fawn Beige and Suntan Copper), 4-Door 9-Passenger Kingswood (top, in Shadow Gray), 4-Door 6-Passenger Parkwood, 4-Door 6-Passenger Brookwood or 2-Door 6-Passenger Brookwood.



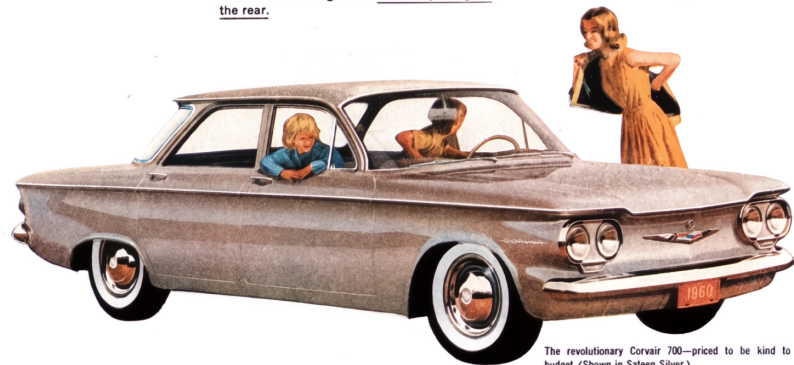
WAGONS

CORVAIR

the compact car with more astonishing

The exciting Corvair marks a revolution in American automobile design: Chevrolet, for the first time in its 49-year history, brings you a car created to conquer new fields—an authentic 108"-wheelbase compact car that meets your traditional high standards of ride, room and 6-passenger comfort. The key to this engineering marvel is America's first modern aluminum engine, so light it can be joined with the transmission and drive gears in one trim package at the rear.

This is the world's first production 6 engine with the ultra-smooth power of horizontally opposed pistons. And because it's air-cooled, it eliminates any need for antifreeze. You'll never have to endure long warmup waits, either. As for economy—this Turbo-Air Six produces up to 30% more miles per gallon than conventional Sixes . . . and 80 h.p.



The revolutionary Corvair 700—priced to be kind to your budget. (Shown in Sateen Silver.)

new ideas than America has seen in 49 years!

Thanks to engine-in-the-rear design, Corvair features phenomenally effective weight distribution—a whole new concept, in fact, that results in sure handling and easy riding. Corvair's floor is practically flat, front and rear, so there's more foot room for passengers. An under-hood trunk makes loading more convenient.

Because Corvair is such a compact car, it is highly maneuverable in traffic, pure pleasure to park. Yet, due to Quadri-Flex, the first 4-wheel independent suspension on a modern American car, Corvair cradles you in a ride no other American compact car can match. In this suspension, all four wheels react to bumps independently of each other—there's no conventional front or rear axle. Result: a ride so unruffled, so level you'll have to try it to believe it.

New Unistrut Body by Fisher welds body structure into a single unit, like modern airplane construction, to help form a rigid wall of protection around, on top and below passengers.

The Corvair's pleasing simplicity of line reflects the modern taste for functional beauty, devoid of clutter. And, of course, you enjoy traditional Chevrolet features like sparkling Magic-Mirror finish and Safety Plate Glass all around.

Chevrolet's small miracle—the standard Corvair. (Shown in Royal Blue.)

Corvair for 1960 comes in two models, with a choice of many unique options. An aircraft-type heater, for example, that produces warmth almost instantly, and a fold-down rear seat that expands rear cargo room to 17.6 cubic feet. The Corvair 700 offers interiors of rich fabric and leather-soft vinyls, with three smart color schemes keyed to exteriors. Soft gray fabric and silver vinyl set a fashionable mood in the standard Corvair interior.



CORVAIR